

Building Better Billing Practices

Laserfiche Workflow helps Physicians Professional Services increase productivity by 20%

Physicians Professional Services (PPS) is a medical billing company that serves Boston-based Beth Israel Deaconess Medical Center (BIDMC), one of Harvard Medical School's major teaching hospitals. Founded in 1994, PPS has grown to encompass 30 full-time employees serving 450 physicians servicing eight different departments within BIDMC, including:

- Cardiology
- Dermatology
- Gastroenterology
- General Medicine
- Neonatology
- Obstetrics and Gynecology
- Orthopedics
- Psychiatry

Prior to implementing Laserfiche in 2007, PPS's manual cash posting processes was paper-driven. But from an operational and cost perspective, paper wasn't a particularly efficient medium for PPS; even assigning the daily distribution of work was time consuming because someone had to manually review that day's lock box payments and portion them out to the processors.

"At first, we tried implementing a different system to improve the efficiency of our operation," said Stacy Devine, IT director at PPS. "But we had some security concerns with that system, and it also had a higher cost."

Soon after, Russ Surette, director of billing operations, mentioned the situation to Mike McDonough at Duplitron, a hardware vendor and Laserfiche VAR that had long provided PPS with printers, scanners, copiers and other electronic devices. "Mike suggested that we take a look at Laserfiche, because it's so easy to use."

After doing its due diligence by talking to a number of Laserfiche users, PPS purchased a Laserfiche enterprise content management (ECM) system to streamline operational processes and eliminate the need to store paper office documents and training materials.

Leveraging Laserfiche

According to Surette, the use of Laserfiche—in conjunction with a few other initiatives—has helped PPS increase productivity by 20% over the past year, while at the same time increasing gross billings approximately 20%. When one employee left the company, the increased efficiency meant that PPS did not need to fill that position.

Here are a few of the benefits Laserfiche provides:

- **Better security of information.** "When you're using paper or a file server, it's nearly impossible to keep track of changes or restrict people from removing content," says Devine. "Laserfiche's security controls allow us to restrict access to folders in the repository by department and user, so that, for example, a claims processor will only see his or her assigned claims. This helps us better protect patient information and more easily comply with HIPAA."

- **Automatic data capture.** Laserfiche Quick Fields automates information processing by capturing data from various formats and sorting documents according to custom criteria. For PPS, Quick Fields has simplified payment processing by automatically extracting data such as check number, transaction number and insurance carrier from bank image files and tagging it as metadata in the Laserfiche repository, where the images are stored by date. Surette says, “Before implementing Quick Fields, we had a full-time employee who did nothing but scanning and data entry all day long. Today, we have one part-time employee who scans for about 10 hours a week.”
- **Smoother payment processing.** After payment information is stored in the repository, Laserfiche Workflow routes it to specific claims processors based on the bank account number/insurance company associated with the payment. After the payment has been processed, Workflow automatically sends the information back to its original folder. When a claims processor is out of the office, Workflow automatically delegates his or her work to an alternate processor. “The distribution of daily work is much easier with Laserfiche,” says Surette. “Nobody has to sort through files to figure out what should go where.”
- **Faster follow up.** “The optical character recognition (OCR) process available through Laserfiche has made searching so much easier,” says Surette. “In the past, processors would have to look through 200-page documents to find the one paragraph that was relevant to an insurance follow up. OCR makes searching for specific words and phrases within a document easy, and it’s dramatically cut down on the amount of time our processors spend following up on claims.”
- **Increased visibility and oversight.** Laserfiche Audit Trail monitors, records and reports on system activity, providing the management team at PPS with a comprehensive overview of how quickly payments are processed and the value of the payments processed on any given day. “Laserfiche reporting eliminates the need to check spreadsheets,” says Surette.

- **Easy integration with GE Centricity.** By serving as integrative middleware that links into GE Centricity, PPS’ practice management system, Laserfiche allows staff members to access information stored in Laserfiche through the click of a button. With the integration, processors can access information in the manner and environment with which they are most comfortable, without toggling back and forth between applications.

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Russ Surette
Director of Billing Operations

Results

“Over the past year, even though one of our employees left and hasn’t been replaced, we’ve increased business by about 20%,” says Surette. “Implementing Workflow has been a huge part of that.”

PPS is, in fact, so satisfied with Workflow that Devine, Surette and Duplitron’s McDonough are planning to do a demo of Workflow at a regional training session for GE Centricity users this fall. “We recommend Laserfiche to other billing companies all the time,” says Surette. “When you’ve got something this good, you can’t just keep it to yourself.”

About Laserfiche

A resource for more than 28,000 public- and private-sector organizations around the world since 1987, Laserfiche creates simple, elegant enterprise content management solutions that help organizations run smarter. From streamlining digital records management to automating the agenda process, Laserfiche helps improve efficiency while integrating easily within any environment.

Your Next Step

Please call **(800) 985-8533** or
e-mail **info@laserfiche.com** for more information.

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